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MARKET DEVELOPMENT PROJECT - ITALY 1958

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ITALIAN NATIONAL POULTRY SHOW

Varese, Italy - June 14-16, 1958. *3a inside*



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Office of the Agricultural Attache

American Embassy, Rome "

U.S. Foreign Agricultural Service "

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U.S.D.A. EXHIBIT //
ITALIAN NATIONAL POULTRY SHOW
Varese June 14-16, 1958

1. SUMMARY :

The U.S. Department of Agriculture participated for the first time in 1958 in the Italian National Poultry Show at Varese, Italy. The USDA Exhibit was housed in a temporary pavilion constructed especially for that purpose and covering an area of 450 square meters. The importance of good feeding in poultry raising was the main theme of the exhibit, which demonstrated why both scientifically balanced feeds and scientifically selected poultry breeds are necessary to achieve high productivity in the raising of broiler chickens. A National Poultry Convention was held simultaneously with the National Poultry Show. Four American agricultural specialists represented the United States at these meetings and presented scientific papers on animal nutrition, poultry genetics and mixed-feed industrial methods. They also acted as consultants to the Italian breeders and technicians who visited the USDA Exhibit. Among the special events organized by the Exhibit Manager were a press preview and a dinner offered by the Agricultural Attache in honor of the Directors of the Poultry Show. Considerable publicity was given to the USDA Exhibit, largely as a result of the very successful press preview.

Approximately 30,000 visitors who were directly or indirectly connected with the poultry industry in Italy visited the USDA Exhibit. A large number of high ranking and influential Italian dignitaries also visited the USDA Exhibit and many of these expressed satisfaction and pleasure. The budget prepared by FAS in Washington proved to be adequate for the execution of the project. Contracts provided for the services of the Exhibit Manager and for the design, construction, operation and striking of the pavilion and exhibit. Participation by US Government agencies and/or private business firms in 1959 is recommended.

2. LOCATION:

a. The City of Varese:

The Italian National Poultry Show is held annually in the city of Varese, which is the capital of the province of the same name. The city is approximately 30 miles to the north-west of Milan, the second largest city in Italy. It is situated among the foot-hills of the Italian Alps, in a verdant region spotted with many lakes of considerable size. The population of Varese totals 60,000 inhabitants.

Of no great historical significance, the city of Varese has gained considerable commercial importance during the last century as a result of the flourishing of two industries which serve all of Italy and have a certain amount of export business. These industries are shoe manufacture and the production of beer. Two Swiss chocolate firms have established Italian branches in Varese which produce chocolates for the Italian market under the Swiss brand-name. Because most of the agricultural properties in this region are fairly small, there has been a natural tendency to truck farming and poultry raising. Both these activities are encouraged by the proximity of the large market of Milan. More particularly, the Varese region has become the center of the incubator activities of the poultry industry in Italy. Hence the reason for the great interest in poultry and the orientation of the Varese Fair to a National Poultry Show.

b. The Italian National Poultry Show:

Of fairly recent growth, the National Poultry Show of Varese has been most successful in attracting the attention of the poultry industry to its markets and competitions. It began in 1953, but since it is the only specialized fair of its kind, it soon became the meeting place for poultry technicians, specialists, breeders, processors and distributors of poultry products for all of Italy. There are fewer poultry operations in southern Italy and the considerable distance between the southern half of Italy and the

northern city of Varese is a detrimental factor. Nevertheless, it can safely be said that the Varese Poultry Show now encompasses and influences most of the Italian poultry industry.

The Fair grounds are located in the eastern part of the city in an area of approximately 7,500 square yards, adjacent to the Municipal cold storage plant. They are easily reached by local busses and during the Poultry Show a special bus service operates continually to and from the Fair grounds. In 1958, eighty two firms participated with the exhibits of the Poultry Show. This represents a considerable increase over the number of participants in recent years and occasioned the opening of a supplementary area of approximately 5,000 square yards. On the basis of the success obtained this year it is expected that the Varese Chamber of Commerce, Industry and Agriculture will be able to move the Poultry Show to a larger location elsewhere by June of 1959. The Poultry Show is not an independent organization, but simply a major activity of the Varese Chamber of Commerce, Industry and Agriculture, whose Secretary General becomes the Director of the Poultry Show. One of the reasons for the increased interest in this manifestation is the continued growth of the Italian poultry industry's production during the last five years and the desire of poultry breeders to seek and adopt the latest scientific methods developed by poultry experts in Italy and abroad.

One of the main attractions at the Poultry Show is its dressed poultry competition, which awards prizes for outstanding accomplishments. Of equal importance to the poultry industry is the publicity that this event provides for the feed manufacturers and producers of other miscellaneous poultry materials who have supplied the winning breeder. Subsequent advertising features the results of the Varese competition.

Officials of the Varese Poultry Show for 1958 were:

Dr. Luigi Girotti, Director

Dr. Mario Alliaud, Assistant Director

Mr. Gianmario Porrini, Secretary

Dr. Angelo Campiotti, President of the Chamber
of Commerce

Prof. Telesforo Bonadonna, Chairman of the
Poultry Convention

3. U.S. PARTICIPATION:

This is the first year that the United States Department of Agriculture has participated in the Italian National Poultry Show. Participation this year was prompted by two factors: the emphasis on mixed feeds in the USDA Exhibit was being reflected in the increased participation of mixed feed manufacturers in the Varese Poultry Show; also, the Italian Government had just authorized the importation of American frozen poultry in a limited but initial amount. As will be seen, American frozen poultry was featured in the end-product section of the Exhibit.

a. F.A.S. (Foreign Agricultural Service):

The Office of the Agricultural Attache in Rome undertook the adaptation of the poultry and mixed feed exhibit for display at the Varese National Poultry Show. Much of the same exhibit had been used at Verona and at Palermo in 1957 with satisfying results. Since no permanent, covered structures were available to house the USDA Exhibit, it was necessary to construct a temporary pavilion of tubular steel, with lateral panels and corrugated metal roofing, covering an area of 450 square yards. Through its Co-ordinator in Washington, the Foreign Agricultural Service was able to procure live chickens and turkeys from some leading US breeders, as well as feed samples and feed bags from leading mixed feed manufacturers in America. The office of the Agricultural Attache appointed an Exhibit Manager who procured certain essential materials on loan or by purchase from Italian sources.

b. Cooperating Agencies:

The Soybean Council of America, at the request of its local representative, supplied text, photographs, and materials to prepare that portion of the exhibit which concerned the role of soya products in animal nutrition. The Institute of American Poultry Industries provided representative brands of American frozen poultry for display in the USDA Exhibit and sent its European representative to provide assistance in the demonstration of cooking methods.

c. Private Industries :

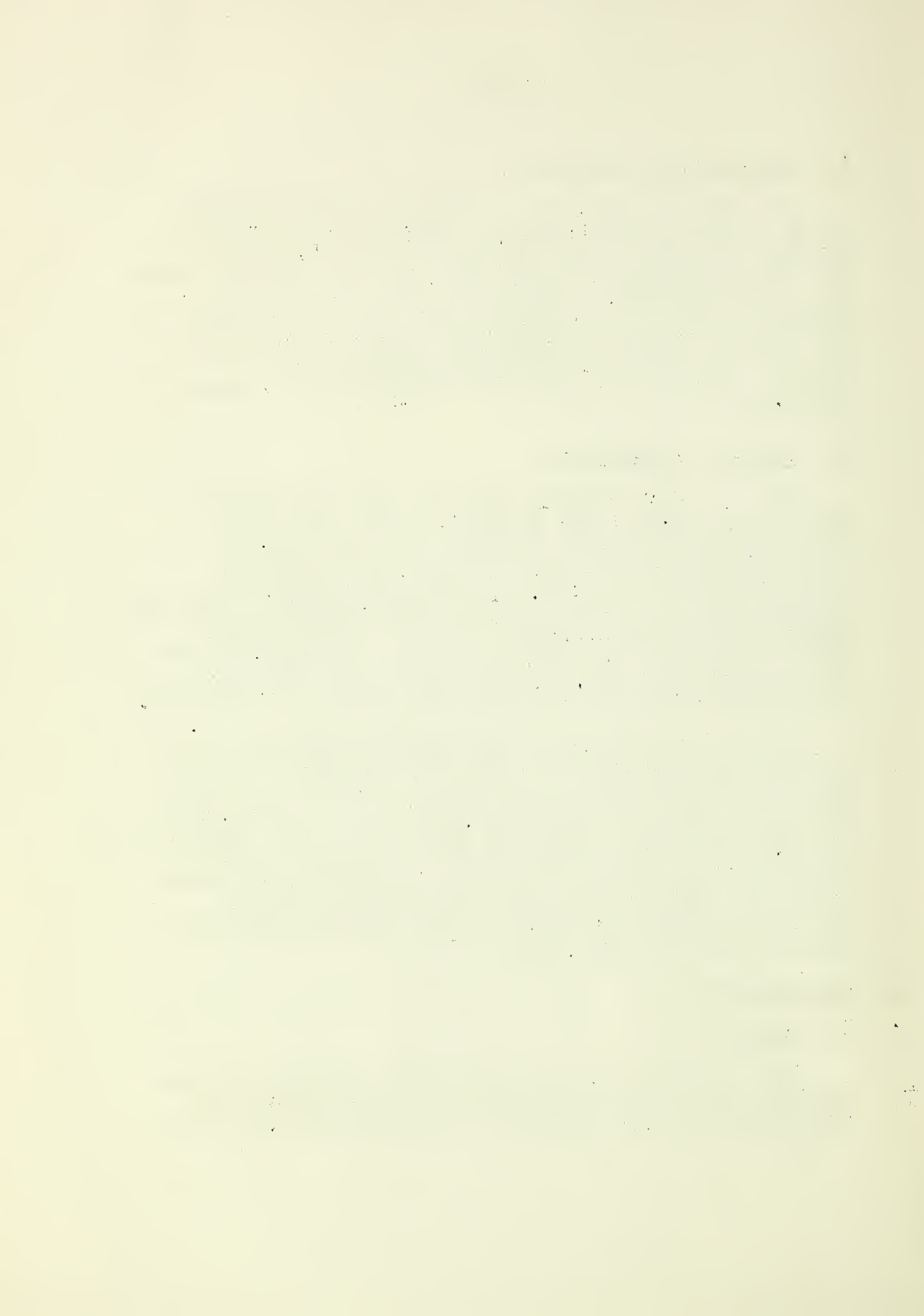
The American Poultry Industry was represented by several firms. The Vantress-Arbor Acres Co. participated in a stand prepared by its Italian affiliate under the name of Dawes Laboratories, whose offices are in Milan. The firm of Nichols Incorporated was represented by its Italian subsidiary Hybrida, which has poultry farms in nearby Como. One or two other American breeders were represented by their Italian agents, who managed to transact considerable business despite the lack of an exhibit.

Representatives of these American companies were very favorably impressed with the Poultry Show and pleasantly surprised at the large amount of business they were able to transact there. As a result, most of them intend to return in 1959 with a more important operation. On the basis of the favorable results these few American breeders have obtained, it would seem most advisable to encourage other American breeders to be represented at the Italian National Poultry Show in June 1959.

4. THE EXHIBIT:

a. Theme:

The principal theme of the USDA Exhibit was the importance of balanced feeds in animal nutrition. To illustrate the advantages of properly mixed feeds



containing all the necessary elements for rapid and healthy growth, the production of broilers was used as an example. This led naturally to an expression of the secondary theme, which emphasized the importance of selective breeding in the production of high quality broilers.

In a country where much of the poultry production is carried on in an old-fashioned and unscientific manner, with the consequent lack of uniformity in the quality of the product, it was logical to point out to poultry breeders the necessity of including certain elements in the diet of broiler chickens. Three principal elements can be supplied by US agricultural products: yellow corn, sorghums, and soybeans. These three elements account for almost 90% of the bulk of modern mixed feeds, the other 10% consisting of such additives as minerals, vitamins, and antibiotics. By convincing the breeder that his broiler feeds should contain these elements, the USDA Exhibit created pressure on manufacturers and distributors of Italian mixed feeds to acquire a greater portion of the ingredients from US sources.

Regardless of how good a balanced feed for poultry may be, it can only be fully effective when fed to the proper strain of chicken. American research has developed a number of selected strains most suitable for broiler production. By cross breeding different races of broiler chickens, US scientists have found that certain new strains grow more quickly, resist diseases and climatic conditions better and are more amply proportioned for maximum weight when marketed. A number of leading US breeders supplied samples of their breeding stock for broiler production and these fine birds very favorably impressed Italian poultrymen by their size and appearance. Thus the USDA assists the American poultry industry in developing new markets in Italy for its breeding stock.

In order to demonstrate what selective breeding and scientific feeding can accomplish in broiler production, the complete life cycle of a broiler chicken was shown: beginning with the hatching egg, the brooding period, then passing on to 4-week-old

chicks, then to 8-week-old chicks, to the adult breeding birds, to frozen poultry as displayed in US supermarkets and finally during the process of roasting and frying. At this point the illustration of the theme was completed and pamphlets on these themes were distributed to the departing visitors.

b. Execution:

To focus the attention of the visitors on the various sections of the Exhibit the following visual devices and presentations were employed.

Immediately upon entering the Exhibit, the visitor was faced with a wall of glass divided into nine sections measuring one square meter each. Four of the nine panels were devoted to photos of young and adult chickens, while the other five glass panels displayed yellow corn, milo sorghum, soy meal, mixed-feed meal, and mixed-feed pellets. Each of these materials was identified in large letters. Passing by this large panel, the visitor entered the central portion of the pavilion and was faced with the main display illustrating the components of modern mixed feeds. To his left he saw 3 bins containing yellow corn, milo sorghum and soy meal. Over these bins was an opaque glass panel, lighted from behind and listing in silhouette the essential ingredients of mixed feed, i.e., proteins, carbohydrates, fats, vitamins, minerals and antibiotics. On the right-hand half of this display, the visitor saw bins of mixed-feed meal and mixed-feed pellets. Directly over these bins were two rotating paddle-wheels with panels painted in various reflector colors. When set in motion, the paddle-wheels gave a very convincing demonstration of how the six essential elements in balanced feeds must be mixed together.

At both ends of this display island were panels complementing the feed theme. One of these demonstrated how yellow corn was essential to mixed feeds wherever yellow pigmentation in the dressed fowl was desired, which is the case everywhere in Italy. At the other end was a panel describing the

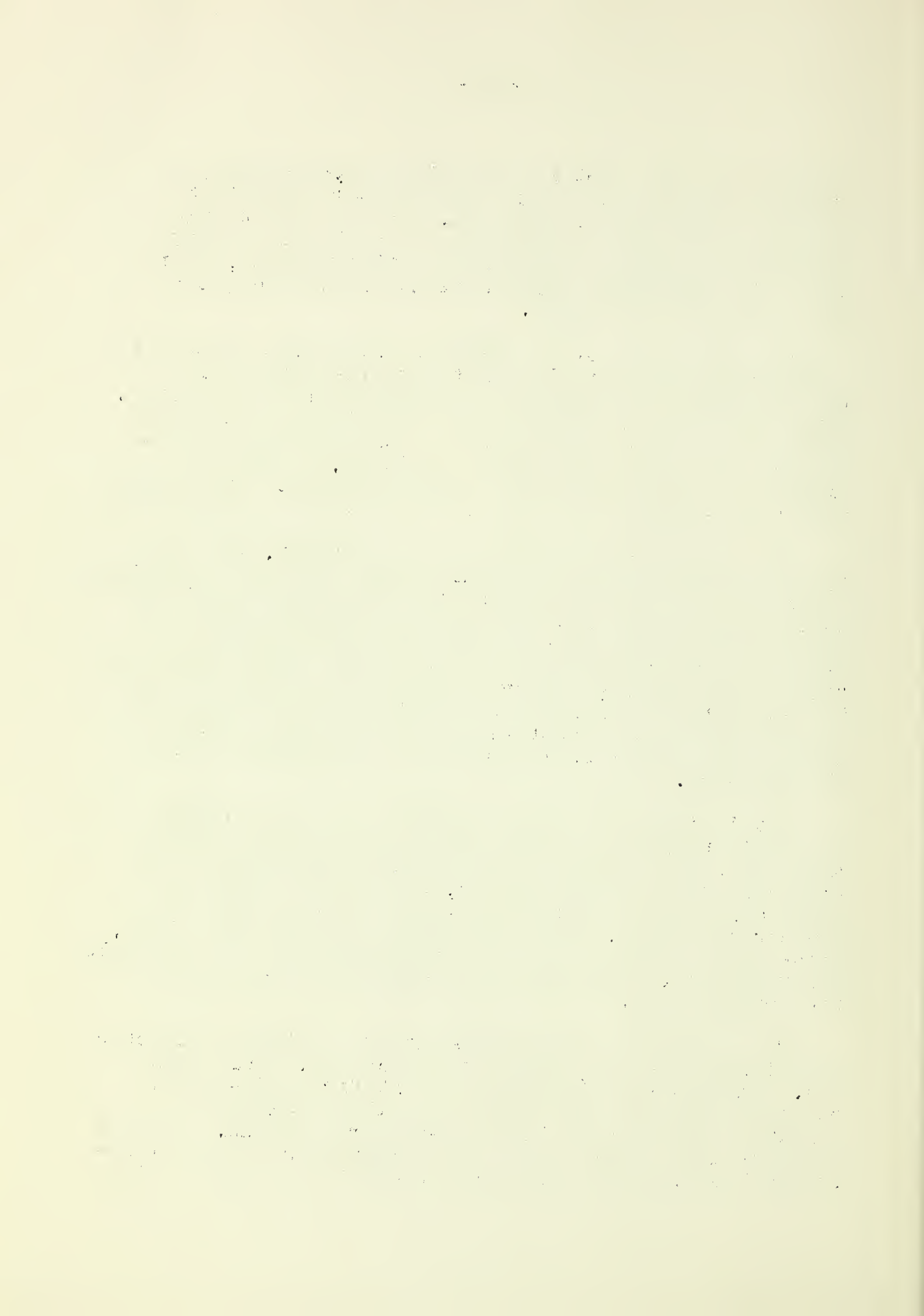
wonderfully high protein content of soybean meal, an ingredient which has become increasingly important in mixed feeds in recent years. In addition to pictures showing the soybean plants and the soybeans as they are harvested and as they appear after milling, there was a bin containing soybean plants which had grown to a height of 16 inches.

The other side of the display island was devoted to a pictorial demonstration of the various phases in the scientific development of selected breeder strains. While this section should have attracted the interest of Italian technicians because of the relative lack of similar scientific procedures in Italy, it did not elicit the interest of the average visitor. It is felt that this display area suffered from lack of animation.

The most popular feature of the exhibit, to judge by the reaction of the general public, was the incubation section, where 12 small incubator boxes were displayed at various levels amid a series of textual panels and photographs. Eggs that had been brought to the final stages of incubation were placed in the small incubator boxes every morning and every afternoon. There under the 40 degree centigrade heat of two hooded lamps, the eggs completed the incubation period and the chicks emerged from their shells before the delighted eyes of the visitors.

Within two hours after hatching, the baby chicks were able to walk. At the end of each day the chicks that had been hatched in the morning were removed and placed in the brooder section, where three infra-red lamps maintained a warm temperature over an area of two square meters. Here the chicks began to run about, drink water and to eat a specially prepared feed suitable for their age. They remained here for the duration of the poultry show.

The next stage of development of the broiler chicken was illustrated by a group of 100 chicks, four weeks old. Already the effects of scientific feeding could be seen in their rapid growth and the results of selective breeding in their sturdy proportions. Another group of 100 chicks showed how carefully selected cross-breeds had grown on scientific feeds by the age of eight



weeks. They had already reached a size which was close to that of a marketable broiler, since these broiler strains produce marketable poultry by the age of ten weeks in the United States. Most Italian visitors were dubious that these 8-week-old chicks were really that young, because Italian chickens take up to 14 weeks to reach a comparable size and weight.

The presentation of dressed poultry, which has become specialized in the United States, was exemplified in the frozen poultry that was displayed in the end-product area. Ten-week old broilers scientifically fed for a rapid and healthy growth, then dressed and frozen in modern processing plants were displayed very attractively wrapped in transparent Cryovac, with labels printed in strong colors. Visitors were impressed by the wholesome appearance of these frozen chickens, noting with approval that they were broad-breasted and amply covered in fat. The only reservation they might have had concerning these chickens was the matter of pigmentation; American poultry has a whiter skin than Italian poultry, whose pigmentation is yellow. One poultry distributor observed that buyer-preference of this nature would have to be overcome before US frozen poultry could gain wide acceptance with the Italian housewife.

To dispell the impression that frozen food is either tasteless or harmful, a traditional prejudice of Italian country-people, frozen chickens were shown in three stages: frozen, completely thawed, and over-roasted. This demonstration, together with the cooking demonstration in glass-front rotisseries, did much to convince diffident visitors that frozen poultry is and remains fresh poultry.

There is a growing interest in Italy in the production of turkeys for use in hotels and restaurants. To show what selective breeding has accomplished in this field in the United States, five adult live turkeys of the most prevalent breeds were displayed inside the Pavilion and frozen turkeys of various weights were on display in the freezer cases.

5. U.S. AGRICULTURAL EXPERTS:

As is customary with the Foreign Agricultural Service, several agricultural experts were sent from the United States to act as consultants for the Italian visitors to the USDA Exhibit. Since the National Poultry Show was being given in connection with a Poultry Convention of considerable importance to the poultry industry in Italy, the Office of the Agricultural Attache recommended that a team of Agricultural Experts be allowed to participate in the Poultry Show and to take an active part in the deliberations of the Poultry Convention. This suggestion, when advanced to the organizers of the National Poultry Show, was received with considerable interest and enthusiasm. However, the amount of time available for convention activities was limited and already over-subscribed; consequently, the Chairman of the Convention called a special session of the Convention prior to its official inauguration, in order to allow the American experts to present technical papers before the Convention assembly. This special session took place on Friday evening, June 13, whereas both the Convention and the Poultry Show were officially opened the following morning, June 14.

The team of agricultural experts included four specialists, all outstanding figures in their professions. They were:

W.W. BRIDGES:

Feed Grain Specialist, Manager of mixed feed mills, Producers Grain Co., Amarillo, Texas.

CHARLES A. DENTON:

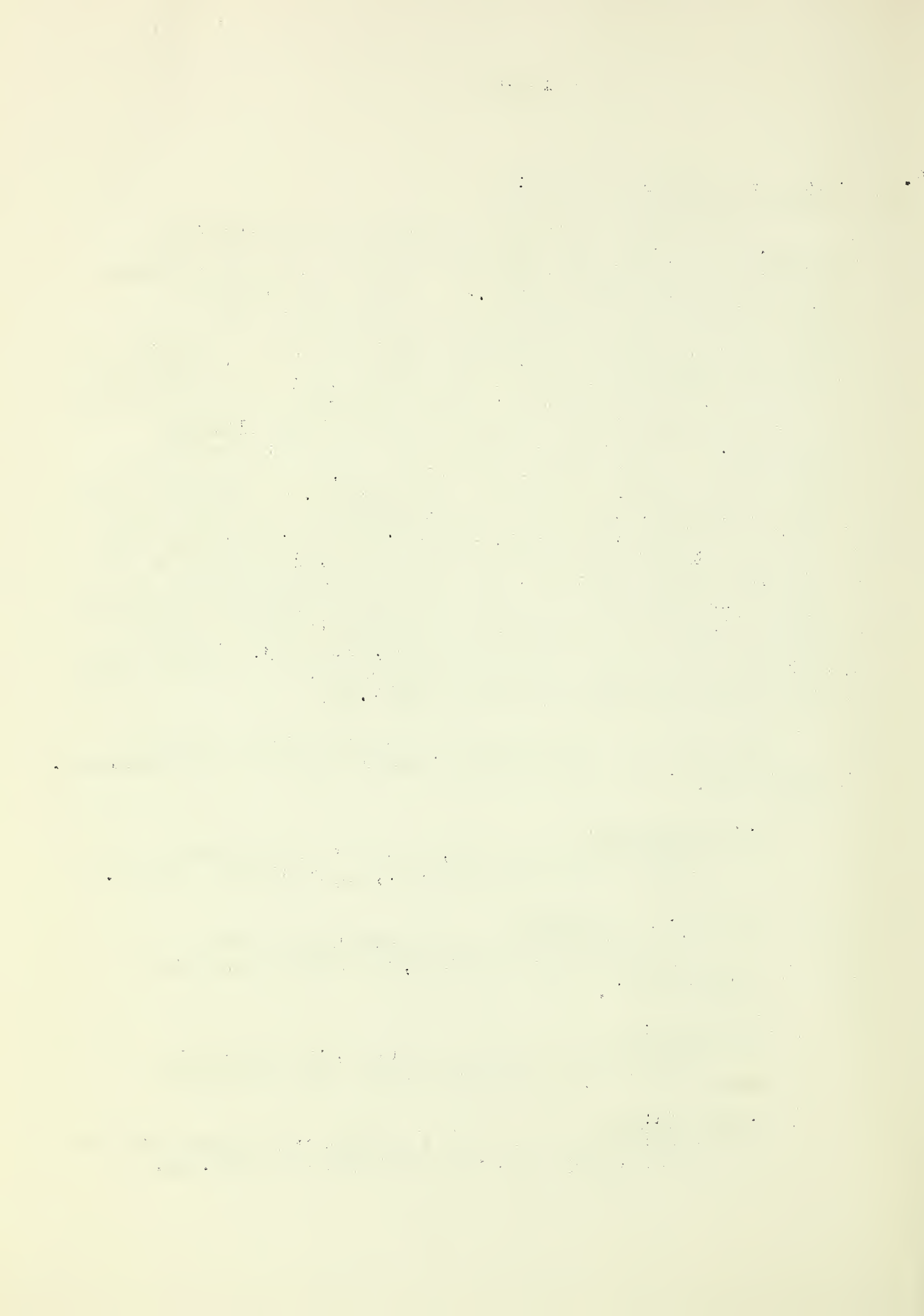
Specialist in animal nutrition of the Agricultural Research Service, US Department of Agriculture.

STEVEN KING:

Specialist in animal genetics, Poultry Research Branch, US Department of Agriculture.

J.L. KRIDER:

Specialist in animal nutrition, Vice-President of the Central Soya Co., Fort Wayne, Indiana.



During the hours in which the Poultry Show was opened to the public, two of these experts were always available for consultation with Italian poultrymen. Their contribution to the scientific discussions at the Poultry Convention was most noteworthy; their papers were received with rapt interest by more than 100 technicians and poultry breeders who attended the Convention.

The papers that were submitted at this Convention were as follows:

PROGRESS IN FEEDING BROILERS IN THE U.S...
(J.L. Krider)

SHOULD CHICKEN MEAT BE COVERED IN WHITE OR
YELLOW SKIN? (Charles L. Denton)

PROGRESS IN FEEDING LAYERS IN THE UNITED STATES
(Charles L. Denton)

THE USE OF GRAIN SORGHUMS IN FORMULA FEEDS FOR
LIVESTOCK. (W.W. Eridges)

THE ROLE OF BREEDING IN AMERICAN BROILER
PRODUCTION. (Steven C. King)

These papers were translated and printed for distribution at the Poultry Convention. Fortunately a number of extra copies was printed to meet the demand of those Italian technicians who were unable to attend the Convention.

6. SPECIAL EVENTS:

Since the US Pavilion was the only official representation of a foreign government, a certain amount of protocol importance was given to the US participation. On our part, certain activities which are common to our operations in large international fairs were an innovation in this specialized show. One of these was the press preview, which served several purposes.

a. Press Preview:

Late in the afternoon on the day preceding the inauguration of the Poultry Show, the USDA Exhibit Manager, held a press preview to show representatives of the local and national press what the US was exhibiting in this Poultry Show. Since all the principal press wire services and all principal Italian newspapers have headquarters or important correspondents in the city of Milan, it was decided to encourage the participation of these journalists by providing transportation from Milan to Varese and return. This proved to be particularly effective, as an entire bus-load of journalists representing the most important newspapers and periodicals in Italy took advantage of the invitation.

Accompanied by the Chief of the Press Section of USIS Milan, the journalists were given press packets when departing from Milan and were thus able to familiarize themselves with the theme, purposes, special features, and general effectiveness of the Food and Poultry Exhibit. This preparation helped them to formulate intelligent questions when they were introduced to the US agricultural experts upon arrival at the USDA Pavilion. A complete list of journalists and local officials who attended the press preview is to be found in Appendix 1.

The USDA Exhibit Manager and his staff introduced the journalists to the Americans present and then the Exhibit Manager conducted the entire group on an inspection tour of the Exhibit. Questions formulated by the journalists were answered by the US Agricultural Experts through interpreters.

At the conclusion of this inspection tour, which lasted approximately 30 minutes, refreshments were served to all guests. At the buffet table a uniformed chef carved a large roasted American turkey and prepared small sandwiches of this meat. Guests were enthusiastic about the excellent flavor of the roasted turkey and were pleasantly surprised to learn that it had been frozen, thus contradicting the unfounded prejudices of most Italians against frozen foods.

As a result of this press preview, which can be considered successful from every point of view, the newspaper coverage obtained from this event in the national press came to the gratifying total of 597 column inches. The organizers of the National Poultry Show were delighted, of course, that the presence of the US Government had made the National Poultry Show so much more newsworthy, and had increased its prestige.

Experience has shown that press previews of this type are most desirable and can accomplish a great deal of good when properly organized. It goes without saying, of course, that the Pavilion and the Exhibit must be ready and operating at least 6 hours prior to the scheduled press preview.

b. Special Session, Poultry Convention:

Mention of the US contribution to the National Poultry Convention has already been made in section 5 above. One other aspect of the organization of the Special Session should be noted here, as it is of interest in the formulation of effective public relations.

Because the program of the Poultry Convention was already fully planned, the contribution of the American experts was made during the Special Session which took place on the evening preceding the inauguration of the Convention. The timing of this event, however, required that a special effort be made to induce participants to arrive in Varese somewhat ahead of schedule. In view of the fact that the Special Session was dedicated solely to the presentation of technical papers by American experts, with an exchange of views during the question and answer periods, the Exhibit Manager printed an announcement concerning the meeting and had it sent to 600 participants and other persons interested in poultry science. In addition, the Exhibit Manager offered coffee and liqueurs to all those who attended. The meeting was held in the ball room of the Palace Hotel in Varese and attracted more than 100 people, a very gratifying attendance. These were leading scientists, technicians and breeders, all of whom took considerable interest in the content of the American technical papers. A lively discussion period followed the presentation of these papers and the Chairman of the Convention,

Professor Telesforo Bonadonna, expressed his satisfaction and gratitude for the American participation in the Poultry Convention, adding that such an exchange of views was extremely helpful to the growing Italian poultry industry as a whole.

c. Inaugural Ceremony:

The National Poultry Show was opened officially on Saturday morning, June 14, at 10:00 a.m. Representing the Central Italian Government at the ceremony was Prefect Francesco Vecchi, while Mayor Lino Oldrini represented the community of Varese. Professor Mario Scapaccino was the representative of the Italian Ministry of Agriculture.

American Consul General William Boswell, came from Milan to represent the American Ambassador. The U.S. delegation was fortunate to count among its members the Honorable John Davis, Special Consultant to the Secretary of State. He was accompanied by Mr. Robert B. Schwenger, Economist of the Department of Agriculture. Representing the Soybean Council of America was President Howard Roach; European Director Fred Marti, and Director for Italy Mr. Dominic Marcello. The Institute of American Poultry Industries was represented by Mr. C.E. Sidler, European Director. Mr. Herbert Ford, Marketing Specialist of the USDA Poultry Division, was present on behalf of the Foreign Agricultural Service. Representing the US Embassy, Rome, were Mr. Clayton E. Whipple, Agricultural Attache; Mr. Paul J. Findlen, Assistant Agricultural Attache, and Mr. Harry McClelland, Agricultural Consultant. Present for certain periods during the Poultry Show were Mrs. Elfrieda Krause and Mr. Raymond Vickery, both of the Foreign Agricultural Service.

Upon arrival of Prefect Vecchi the Italian official party, accompanied by the visiting American dignitaries, began a tour of the entire Poultry Show. The first Exhibit to be inspected was that of the US Pavilion. Exhibit Manager Robert D. O'Neill escorted visiting dignitaries on a tour of the Pavilion, explaining the theme and significance of the scientific and industrial accomplishments demonstrated. All Italian officials expressed

pleasure and extreme interest in all that they saw in the US Pavilion and were effusive in their congratulations to the American representatives.

d. Agricultural Attache's dinner:

Although the National Poultry Show continued through Monday, June 16, the Poultry Convention concluded its deliberations on the previous day. On Sunday, June 15, a dinner was given by the US Agricultural Attache in honor of the Directors of the National Poultry Show and the executive committee of the Poultry Convention. The dinner was given in the Palace Hotel of Varese and a total of seventy-five guests attended. The principal course was roasted American turkey.

At the close of the dinner, the Agricultural Attache, Clayton E. Whipple, made a short address to those present, expressing his appreciation for their spirit of cooperation. He hoped that the National Poultry Show would continue to grow in importance and influence and that this would be merely the first in a series of productive contacts between the American and Italian poultry industries.

7. PUBLICITY:

a. USIS Cooperation:

The US Information Service is committed to support the activities of US government agencies in Italy and other countries. This is usually done by providing all the necessary services and materials to ensure a maximum press and radio coverage, as well as certain other public relations activities. Unfortunately, the USIS program in Italy is hampered by an inadequate budget for support activities of this type. As a result, USIS Milan was able to supply certain limited personnel services but was unable to meet the expenses of photographic coverage and the making of photo-plates for distribution to regional newspapers. These necessary costs were borne, therefore, by the US Exhibit as part of its general operating expenses.

A word of appreciation is due to USIS Milan for preparing the press packets and for seconding the Exhibit Manager's invitations to journalists with personal telephone calls. The number of influential journalists that USIS Milan was able to bring to the Press Preview was gratifying.

b. Extent of coverage:

Despite the short duration of the National Poultry Show and the very specialized nature of its theme, the US Exhibit was fortunate in being able to obtain an amount of newspaper and periodical coverage which can be considered remarkable when these limiting factors are taken into account.

Excellent articles were printed by Varese newspapers, together with photographs of the US Pavilion. Elsewhere in Italy the amount of coverage was very satisfactory: a total of 597 column inches.

Telegrams were sent to the Foreign Agricultural Service in Washington on opening day and at the end of the Poultry Show, giving all the details necessary for the preparation of press releases in the United States. The amount of press coverage that the Exhibit obtained in the United States cannot be estimated by this office.

8. ATTENDANCE:

a. General:

The Poultry Show authorities tabulated a paid attendance of almost 29,000 visitors during the three days of the Show. To this figure must be added the number of passes issued to participants and service organizations. 1,200 such passes were issued and it is assumed that each pass was used a minimum of 3 times. This would bring the total tabulation to more than 35,000. A conservative estimate, therefore, would bring the total attendance to well over 30,000. Discounting a certain percentage of the visitors as local people with no professional or business interest in the poultry

industry, we still have a total attendance of about 25,000 people who are directly or indirectly connected with the poultry industry in one or more of its branches.

The effectiveness of exhibits in a specialized manifestation such as the National Poultry Show is much greater than could be realized in a small fair of general interest. While the total figure of 25,000 is not high, it is nevertheless impressive when we consider that all of these people are actively engaged in the poultry or feed business. These are the people who create demands for new products, who depend on them to increase their earning power; these are the people whose needs will be reflected in increased imports; in short, these are the buyers. Transactions totaling more than half a million dollars were consummated during the three days of the Poultry Show, but this figure does not reflect the full scope of business resulting from the Poultry Show in subsequent weeks.

b. The USDA Exhibit:

The USDA Exhibit was the largest exhibit in the Poultry Show and was immediately visible upon entering the Show grounds. Because it was so attractively presented and because it represented a foreign nation which enjoys such esteem and friendship on the part of the Italian people, it can safely be stated that fully 95% of all those who entered the Poultry Show visited the USDA Pavilion. Total attendance at the US Exhibit was therefore in excess of 30,000.

c. High-Ranking Visitors:

In addition to those Italian dignitaries who formed the official party during the inaugural ceremony of the National Poultry Show, a large number of high-ranking officials from the Government, public institutions and private business came to Varese to see the Poultry Show and to visit the USDA Exhibit. A partial list of these high-ranking visitors is to be found in Appendix 2.

9. OTHER EXHIBITS:

With the exception of one or two large exhibits sponsored by important feed manufacturing concerns, most of the Poultry Show exhibits were relatively small, the average size being 3 meters by 4 meters. These small exhibits featured such products as poultry disinfectants, poultry cages, feed and water troughs, multiple level brooders, incubators, pharmaceuticals, day-old chicks, breeding stock, mixed and unmixed feeds. Despite the modest proportions of these exhibits, a large amount of business was transacted.

10. BUDGET AND CONTRACTUAL SERVICES:

The budget for the USDA Exhibit at Varese was established in a project statement prepared by FLS on March 6, 1958. This project statement carried a budget estimate for both the National Poultry Show at Varese and the 22nd Levant Fair at Bari. Allocated funds covering personnel, services, travel, transportation of things, communication services, rents and utility services, printing and reproduction, reimbursables, operation, supplies and materials, equipment and contingencies for Varese totalled 41,371,500 Italian Lire. This figure proved to be adequate for the expenditure incurred and a remainder of 10% was left uncommitted at the end of operations. A contract was awarded to the firm of Harnden-Bombelli Anstalt of Vaduz, Liechtenstein on April 4, 1958 which obligated this company to furnish all personnel, material, equipment, facilities and services for the research, designing, preparation, construction, operation and striking of the USDA Exhibit. The total cost of these contractual services was 20 million lire.

An amount of 4,375,000 lire was allocated for operational expenses; under the terms of the contract, the contracting company disbursed these funds against certified bills, as directed and approved by the FLS Exhibit Manager. This arrangement, known as the reimbursable expense fund, proved to be very advantageous, as it obviated the necessity of hiring personnel specialized and bonded for fiscal operations, but at

the same time provided a very orderly system of accounting at no extra expense or inconvenience to the Government. This system should continue to be used in all future Fair activities. The services of the contractor were highly satisfactory in all respects.

The services of the FLS Exhibit Manager were obtained by a contract which engaged him for both the Varese and Bari Fair.

11. ADMINISTRATION:

a. Procurement:

Procurement of materials in the US was limited to photographs, texts, live animals, and frozen poultry. The contracting company undertook the procurement of photographic materials and text in cooperation with the Foreign Agricultural Service Coordinator. The latter procured the live chickens and turkeys and the Institute of American Poultry Industries procured the frozen poultry.

Refrigerators and office furniture were procured by the Exhibit Manager. Other miscellaneous items were procured locally by the contracting company.

b. Shipping:

Materials procured in the United States were shipped by air or by sea to Italy, freight being paid on delivery. In this way shipping costs could be paid in Italian currency and be charged against the Fair budget. It was found that the air shipment of the live chickens and turkeys was inordinately expensive because the excessive volume of the turkey cages brought into effect a charge for volume rather than for weight. The receipt of materials at sea ports and air ports was entrusted to shipping agents whose charges were presented through the contracting company.

c. Customs Clearance:

The same shipping agents undertook to procure customs clearance papers for all items originating outside Italy. This was usually done on the basis of temporary importation,

which required the payment of no duties but the posting of a guarantee bond. Although it was the intention of FIS to import these materials permanently into Italy, the device of temporary importation was utilized in order to expedite clearance and delivery to the fair site, particularly for the live poultry. The shipping agent was then instructed to process the shipment for permanent importation upon the payment of required customs duties.

d. Personnel:

The demonstrators, guards and maintenance technicians required for the normal operation of an exhibit of this type were recruited by the contracting company and presented to the FIS Exhibit Manager for his selection. The salaries of these employees were paid by the contracting company, which also kept a record of the performance of each employee. Uniforms for the girl demonstrators were already part of the Exhibit equipment; they were laundered and used for the duration of the Exhibit. Day guards and night guards were obtained from a municipal guard service, which provided uniformed personnel at the hours specified by the Exhibit Manager.

The management staff was as follows:

Exhibit Manager, Robert D. O'Neill
Secretary, Lucia Terzoli
Special Assistant, Guido Buelli

Technical Interpreters:

Miss Italia Sampietro *
Miss Lydia Garro *
Dr. Romano Graziani *

* Employees of the Agricultural Attache's
Office, Rome.

e. Additional Materials and Services:

The additional materials and services, such as auto-rental, typewriter rental, telephone and telegraph services and floral landscaping services were obtained by the contracting company upon the direction of the Exhibit Manager. These expenditures were part of the reimbursable costs.

f. Printing and Publications:

Several pamphlets were prepared for distribution to interested visitors on themes related to the poultry or mixed feed industries. The titles of these pamphlets were as follows:

The science of poultry nutrition reaches the farmer.
Pigmentation is solely a matter of consumer preference.
Which is the best broiler breed?
The great revolution in feeds.
Soybean meal in modern animal nutrition.

12. RECOMMENDATIONS:

1. As long as the USDA Market Development Program has feed grains and poultry to promote in Italy, some kind of official or semi-official participation should be made in the Varese Poultry Show.
2. With or without such official representation, USDA should encourage by all means possible the American breeders and poultry equipment manufacturers to participate privately in the Varese Poultry Show. Experience in 1958 has shown that this is a profitable venture when such companies participate actively.
3. The team of US Agricultural Experts that would be sent to future shows of this type should be limited to two people.
4. Before the USDA commits itself to participate, the fair authorities should be persuaded:
 - a) to supply electric current at a special, low rate for large exhibits such as the US Pavilion;
 - b) to provide electric current at the exact site of the US Exhibit. Otherwise the rental or purchase of cable, plus installation costs, becomes an inordinately high expense.

- c) to grant the US Pavilion a lower rental rate of space than is applied to commercial exhibits. Most fair authorities are willing to make liberal concessions of this nature in order to assure the participation of the United States.
5. When shipments are made with freight charges "collect", an estimate of cost should be obtained from the shipper at the point of origin and this information should be forwarded by airmail to the Exhibit Manager, who will then be able to determine if there are discrepancies in the amounts actually charged at destination.

APPENDIX 1

LIST OF JOURNALISTS WHO ATTENDED THE PRESS PREVIEW

1. Dr. Cristiano Focarile
"IL GLOBO", Rome
2. Dr. Luigi Cecchini
"IL SOLE", Milan
3. Dr. Aldo Broggi
"IL GIORNALE DEI POLLICOLTORI", Milan
4. Dr. Alberto Brunoli
"ALLEVATORI REDDITIZI", Varese
5. Prof. Pietro Ghigo
"IL POLLICOLTORE MODERNO", Turin
6. Dr. Carlo Prono
"SELEZIONE PER L'ALLEVATORE DEL POLLO DA CARNE E DA UOV
7. Dr. Angelo Betti
Gruppo Giornalistico ED.AGRICOLE, Bologna
8. Prof. Perlisa
President, Gruppo Giornalistico ED.AGRICOLE, Bologna
9. Dr. Michele Sarcina
"24 ORE", Milan
10. Dr. Franco Marzoli
Molini Marzoli Massosi, Varese
11. Dr. Mini' Morati Gavazzi
Technical Poultry
12. Dr. Paolo Antonioli
DAVES Labs., Milan
13. Dr. Vincenzo Buonassisi
"CORRIERE DELLA SERA", Milan
14. Dr. Michele Larcina
"24 ORE", Milan
15. Dr. Giuseppe Meazza
"LA NOTTE", Milan
16. Dr. Maria Osella, Miani Mario
Allevamenti Redditizi, Varese
17. Dr. Magda Vassalli
Varese
18. Dr. Luisa Impellizzari
Varese
19. Mr. Sam Topper
Davies Lab. Chicago, Illinois
20. Dr. Giuseppe Riva
Davies Lab. European Office, Milan
21. Dr. Roberto Soldani
Poultry Expert

APPENDIX 1 (Cont'd)

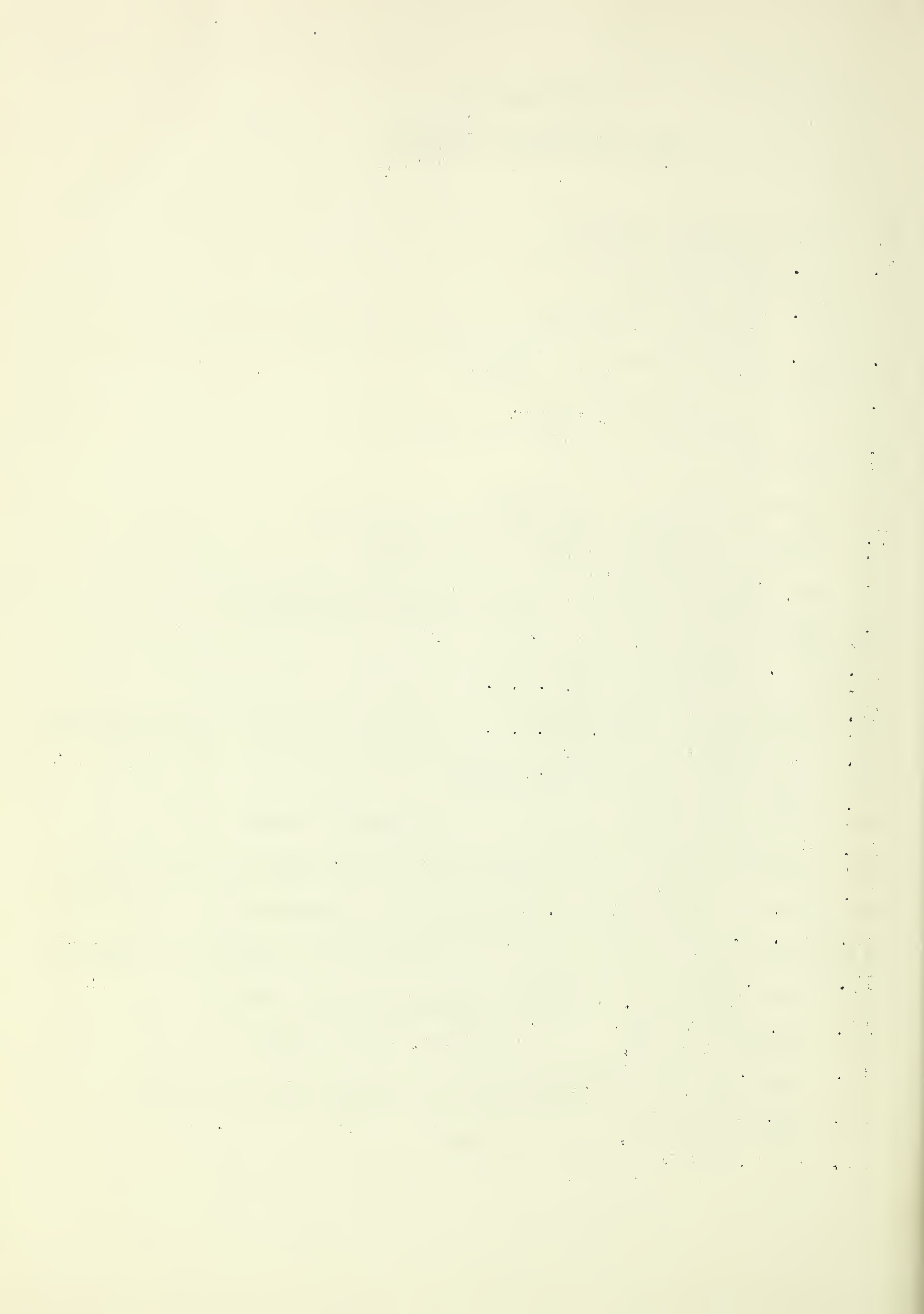
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22. Dr. Francesco Lovascio
Chief Veterinary, Varese
23. Incubatoio Danese, Olona
Milan
24. Dr. Enrico Lotti
Compartimental Agrarian Zootechnical Inspectorate, Milano
25. Dr. Enrico Ronondina
I.N.S.M., Milan
26. Dr. Luigi Lombardi
"Allevamenti del Mondo", Milan
27. Prof. Marosuti
Meat Industries, Milan
28. Dr. A. Fiorini
Poultry Magazine, Milan
29. Dr. Antonio Massarotto
Milan
30. Dr. Tomaso Butti
Credito Varesino, Varese
31. Dr. Anna Maria Bencheri
"Cucina Italiana", Milan
32. Dr. Francesco Montalbani
Milan
33. Dr. Luigi Girotti
Chamber of Commerce, Varese
34. Dr. Mario Porrini
Chamber of Commerce, Varese
35. Mrs. Anna Maria Landini
"R.L.I.", Milan
36. Dr. Henry Saglio
President, Arbor Varese.

APPENDIX 2

HIGH RANKING VISITORS

1. Dr. Francesco Vecchi
Prefect of Varese
2. Dr. Lino Oldrini
Mayor of Varese
3. Dr. Aristide Marchetti
President of the Provincial Administration
4. Dr. Mario Beretta
President, Ente Turismo
5. Comm. Angelo Campiotti
President, Chamber of Commerce
6. Hon. Pio Alessandrini
Deputy
7. Prof. Telesforo Bonadonna
Chairman of the Poultry Convention
8. Prof. Alessandro Ghigi
Professor, Bologna University
9. Mr. Italo Oblatore
President, Consorzio Agrario Provinciale, Varese
10. Mrs. Maria Osella
President A.I.S.P.A.
11. Comm. Carlo Ridella
President A.I.S.P.A.
12. Prof. Mario Scapaccino
Director General, Ministry of Agriculture and Forests
13. Baron of Montalbano
Ente Regione Siciliana
14. Comm. Danelli
President, Chamber of Commerce, Milan
15. Dr. Potrucci
Poultry Expert, Ministry of Agriculture and Forests
16. Dr. A. Costanzo
Poultry Expert, Ministry of Agriculture and Forests
17. Prof. Aldo Pagani
Director, International Center of Study for Poultry
18. Dr. Attilio Tassinari
Director, General Poultry Market, Milan
19. Prof. Dina Nai
Veterinary Medicine University, Milan
20. Dr. Raffaele Quilici
Director, Poultry Experimental Station, Rovigo
21. Comm. Rossini
Mayor of Busto Arsizio



APPENDIX 2 (Cont'd)

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32. Prof. Ferdisa
President of Journalists Group, Bologna
23. Mr. Kelk
Chamber of Commerce Italo-Israelian
24. Dr. Paolo Milella
Director General, Nutrition Section, Ministry of Agric.
25. Dr. Giuseppe Murgita
Compartimental Inspectorate, Feed Director General
26. Comm. Astori
Fed. Italiana dei Consorzi Agrari
27. Dr. Andrea Bisio
Secretary General, Chamber of Commerce, Milan
28. Dr. Ottorino Cena
Secretary General, Chamber of Commerce, Como
29. Dr. Ruggero Serra
Secretary General, Chamber of Commerce, Bergamo
30. Professors Federico and Francesco Clementi
Poultry Center, Rome
31. Prof. Giho Vianello
Experimental Institute of Lombardy, Milan
32. Dr. Paolo Bocci
Ente Maremma, Rome
33. Dr. Mario De Marchi
Agrarian Inspectorate, Novara
34. Prof. Giuseppe Maria Franceschetti
Director, Zootechnical and Dairy Institute for Piedmont
Torino
35. Mr. Moltoni Andrea
Experimental Station Alpina Salice d'Ulzio
36. Dr. A. Pinardi
Chief, Agrarian Inspectorate, Como
37. Prof. Nello Angelucci
Director, Veterinarian Services, Milan
38. Dr. Enrico Procacci
Federconsorzi, Rome
39. Dr. Antonio Zelioli
Zootechnical Institute, Milan University
40. Count Luchino Dal Verme
Torre degli Alberi, Pavia
41. Prof. Claudia Baldissera Nordio
Zootechnical Institute, Milan
42. Dr. A. Consolini
Agricultural Inspectorate, Milan

APPENDIX 2 (Cont'd)

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- 43. Mr. Christian Deneel
Director General, Gauverit (Belga)
- 44. Mr. Marcel Bauwen
Technical Director, Gauverit (Belga)
- 45. Dr. Angelo Campiotti
President, Chamber of Commerce
- 46. Prof. Iginio Altara
Director General, High Commission for Hygiene and Health
- 47. Hon. Dr. Luigi Galli
Deputy, High Commission for Hygiene
- 48. Prof. Alessandro Ghigi
University Emerito, Bologna
- 49. Sig. Italo Oblatore
President, Consorzio Agrario Provinciale, Varese

APPENDIX 3

LIST OF AMERICAN PARTICIPANTS

AMERICAN LINCOLN INCUBATOR	New Brunswick, New Jersey
ARBOR ACRES FARM INC.	Glastonbury, Connecticut
ARCHER DANIELS MIDLAND CO.	Minneapolis, Minnesota
CHARLES VINTRESS FARMS INC.	Deluth, Georgia
COBBS PEDIGREED CHICKS INC.	Concord, Massachusetts
DANFEN MILLS INC.	St. Joseph, Missouri
ECHO RIDGE FARM	Northford, Connecticut
GOZZI'S TURKEY FARM	Guilford, Connecticut
HONEYMEAD PRODUCTS COMPANY	Mankato, Minnesota
INSTITUTE OF AMERICAN POULTRY INDUSTRIES	Chicago, Illinois
KITSON SALES INC.	Morley, Michigan
KUHL POULTRY EQUIPMENT CO.	Flemington, New Jersey
LL BROAD TURKEY FARM	West Wellington, Connecticut
MMILLEN FEED MILLS	Camp Hills, Pennsylvania
NICHOLS POULTRY FARM INC.	Kingston, New Hampshire
NUTRENE MILLS INC.	Minneapolis, Minnesota
PETERSON SALES INC.	Decatur, Georgia
PILCH POULTRY FARM INC.	Hazardville, Connecticut
P.R. MARLEY INC.	Philadelphia, Pennsylvania
PRODUCERS GRAIN CORPORATION	Amarillo, Texas
RALSTON PURINA COMPANY	St. Louis, Missouri
ROTO-BROIL CORP. OF AMERICA	Long Island, New York
SWIFT AND COMPANY	Chicago, Illinois
THE BEACON MILLING COMPANY	Cayuga, New York

APPENDIX 3 (Cont'd)

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THE BORDEN COMPANY

New York, New York

WARNER BROTHERS CORPORATION

North Manchester, Indiana

WESTINGHOUSE ELECTRIC
CORPORATION

Mansfield, Ohio

